



## NATURE CREDITS AT LAST! AND NOW, CAN WE TALK?

10 July 2025

### Editorial

It took a while. But it's here.

The European Commission has officialised **Nature Credits**, opening the door to something that many still thought impossible: **rigorously and legitimately valuing and rewarding the real value of biodiversity, water, soils and ecosystems.**

For years, we talked (too much) about carbon as the only solution; now, the market (and society, something much bigger than the market) is finally starting to recognise that **nature is much more than a tonne of CO<sub>2</sub>.** We are talking about services that are essential to life and the economy: pollination, water regulation, soil fertility, climate resilience. All this can now **generate credits.** With methodology. With traceability. **With impact.**

But be careful: **it's not enough to account for nature. We need to regenerate, conserve and manage.** And this is where the criteria will make a difference, both in contributing to **Nature Positive goals**, and not just avoiding damage, and in guaranteeing **ecological additionality**, with real, measurable and non-redundant benefits. The time has come to move from strategy to action, with solid plans, robust metrics and shared feedback.

The good news? **NBI has been preparing for this moment for a long time.** The best news? **In order to move forward, you know who you can count on!**

We support public and private organisations in **identifying, qualifying and valuing natural options** based on scientific and strategic criteria. We do this through services such as **Ecological Due Diligence, Carbon + Nature Roadmaps and the assessment and economic valuation of ecosystem services**, always with a focus on ecological integrity, measurable impact and the creation of shared value. From the initial diagnosis to the structuring of projects with validated nature credits ready for the market.

No jargon. No shortcuts. No **greenwashing**.

With clarity, strategy and results.

**Shall we talk?**



**NUNO GASPAR DE OLIVEIRA**

CEO, NBI – Natural Business Intelligence

### **Highlight:**

#### **Nature with Credit: European Commission launches new ecosystem services market**

History. Structured. Unavoidable. The European Commission has officially presented its proposal to create a **voluntary Nature Credits market**, with common rules and guarantees of integrity. The goal is clear: to **reward interventions that generate real benefits for biodiversity, soil, water and natural ecosystems**.

This new mechanism will allow ecological restoration, agroecology, conservation and nature regeneration projects to **generate validated, tradable and auditable credits**, similar to what already happens with carbon. The Commission's proposal includes mandatory criteria such as additionality, traceability, scientific basis and measurable positive impact.

NBI welcomes this initiative as a decisive step towards consolidating an **applied natural economy**, where companies, municipalities, producers and investors can generate value based on **Nature Positive investments**, not as symbolic compensation, but as a strategic asset.

Read the European Commission's official press release: Nature Credits: EU proposal for a robust certification framework

**[READ HERE](#)**

**Want to know how your municipality or company can generate Nature Credits with impact and integrity? Let's talk.** [info@nbi.pt](mailto:info@nbi.pt) or [nuno.oliveira@nbi.pt](mailto:nuno.oliveira@nbi.pt)

## Climate change in networks: European study with NBI contribution reveals dominant emotional patterns

A European study analysed 1.7 million tweets with artificial intelligence and concluded: **anger, sadness and irony dominate online reactions to extreme phenomena** such as fires, heat or storms. Published in ***Scientific Reports*** (Nature Group), the article stands out for its application of **artificial intelligence and deep learning** to detect feelings, emotions and even irony in real time, offering a new tool for monitoring public perception of the climate crisis. The project involved Portuguese participation from various universities and NBI, who took on the **scientific coordination** of the study. The innovative methodology combines advanced natural language processing (NLP) analysis with AI models, **making it possible to support communication and early warning systems**.

Read the full study:

[\*\*READ HERE\*\*](#)

## VIN.ES Monitor: Natural Economy Applied to Vineyards

NBI is developing **VIN.ES Monitor**, an innovative technological tool that allows winegrowers to **assess biodiversity and ecosystem services in vineyards**, based on simple, useful and scientifically validated indicators. Part of the **Vine & Wine Portugal Mobilising Agenda**, funded by the PRR, this project translates the natural value of the vine into practical knowledge, with direct **application in agricultural management**, sustainability reporting and the ability to communicate. With extensive experience in the sector, including projects with **Grupo Esporão, Sogrape and Granvinhos**, NBI brings to this tool its expertise in **agro-ecological due diligence, biodiversity management plans and the valuation of agricultural ecosystems**. VIN.ES Monitor thus responds to the demands of a **sector in transition**: climate change, new sustainability rules and markets that are increasingly demanding proof of commitment to nature. After the first pilot sessions in Esporão and Vila Real, the tool is ready to be tested in other regions. **To find out more or try the beta version of VIN.ES Monitor in your vineyard, contact** [info@nbi.pt](mailto:info@nbi.pt).

**Find out more**



## BUSINESS AS NATURAL

### There's life beyond carbon: NBI proposes new “Ecological Additionality” criterion

In the midst of the public consultation on the **Voluntary Carbon Market**, NBI is challenging the many sectors on this path to invest in **Ecological Additionality**, a new integrity criterion that guarantees that carbon offset projects also benefit **biodiversity and ecosystems**. This NBI proposal, although not formally defined in the MVC, complies with important international standards - it **reinforces the credibility of carbon credits** by **integrating measurable indicators of ecological value, such as habitats, ecosystem services and species diversity**.

Based on a basic ecological diagnosis and auditable indicators, NBI proposes evidence of habitat restoration, the valorisation of services such as water retention or soil fertility and long-term monitoring. This vision, anchored in experience in valuing natural capital, proposes a new level of **credibility for the carbon market and challenges companies and public entities to integrate nature into their climate strategies**.

To find out more about this topic, **consult our expert [mafalda.evangelista@nbi.pt](mailto:mafalda.evangelista@nbi.pt)**



## Knowing, mapping and valuing biodiversity on Príncipe Island

NBI is working in partnership with Faya Foundation on an innovative approach to better **understand and value biodiversity and ecosystem services on Príncipe Island (São Tomé and Príncipe, West Africa)**. This project involves mapping local nature, using **drones and high-resolution images** and testing a customised tool to assess and monitor **local variations in biodiversity and ecosystem services over time**.

With this initiative, an **ecological diagnosis of the region** is being developed, ways of integrating the social, **environmental and economic dimensions** are being explored, and a path is being mapped out that can also **reward nature conservation actions**, valuing the benefits that biodiversity has to offer.



## Valuing Natural Capital: Loulé to have a Guide to support investors

As part of the Municipal Climate Action Plan, NBI is developing a **Natural Capital Investment Guide for the Municipality of Loulé**. This guide will be a “treasure map” for those looking for **opportunities that combine economic return, ecological regeneration and positive social impact**, reinforcing Loulé’s climate ambition by offering a concrete tool to **mobilise economic and community agents around a Natural Economy model**.

The publication, due out in the first quarter of 2026, is aimed at **investors, companies, public and local organisations**, and will be aligned with the **ESG** and European directives such as the **CSRD** and the **Nature Restoration Act**. This innovative guide will identify investment opportunities in different areas such as **carbon with ecological additionality, resilient forests, agroecology, nature tourism or nature credits**.

With 16 High Nature Value hotspots, Loulé is positioning itself as a leading **territory in the new nature economy**, mobilising capital to protect and enhance its ecological heritage. Find out more about this project here:

[\*\*READ HERE\*\*](#)

## EVENTS



### **“Nas Quintas Dela” podcast: a conversation about agriculture with a future**

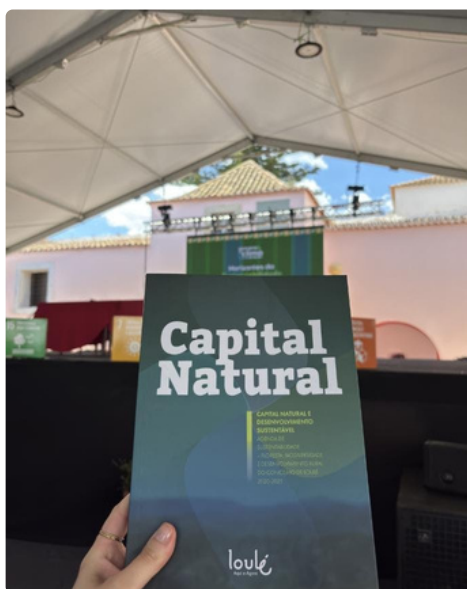
Nuno Gaspar de Oliveira was a guest on the “**Nas Quintas Dela**” podcast, a project by **Rosa Moreira**, better known as “**The Agricultural Scientist**”, for an inspiring conversation about agroecology, biodiversity and the paths to truly regenerative agriculture.

Throughout the episode, Nuno talked about **agroecology at different scales**, the strategic value of natural capital and the **transformative role of companies** in biodiversity conservation. There was also room to reflect on the **challenges of sustainability in rural territories**, innovation in the bioeconomy and some **good debates about the future of agriculture**.

**Watch or listen here**

### **Loulé launches book on the value of the municipality's Natural Capital**

This new step continues the solid trajectory for the municipality. In May 2025, the book **‘Natural Capital and Sustainable Development | Sustainability Agenda - Forest, Biodiversity and Rural Development of the Municipality of Loulé 2020-2025’** was presented. This publication represents an important milestone in the **valorisation of natural capital and the promotion of more sustainable rural development in the municipality**. The contents of the book include contributions from a **wide range of stakeholders** in the work carried out by the NBI for the municipality.





## Arouca – Learn with Nature

The Interpretive Centre of Serra da Freita (CISF), as part of a **partnership between the municipality of Vale de Cambra and NBI** to boost this hub of knowledge and intervention in the community, organised a walk in Arões, led by Paulo Pereira, dedicated to the **discovery of medicinal plants and PANCs** (Non-Conventional Food Plants).

During the walk, participants learned to recognise local species, **explored their traditional uses and reflected on the role of these plants in health and nutrition.**

The meeting point was the Arões Parish Council and the morning was attended by several nature enthusiasts, ready to learn... with their feet on the ground.

